



## Virginia Green Event Profile:



Knowledge for Creating  
and Sustaining  
the Built Environment

# Middle Atlantic Region Construction Specifications Institute Conference Charlottesville, Virginia October 8-11, 2009

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for **Green Events** and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

### Construction Specifications Institute

"The Annual Middle Atlantic Region Construction Specification Conference will focus on moving beyond green rating systems to achieve sustainability within the construction field. This conference attracts 150-200 of the leading construction professionals from the east coast."

**Green Statement:** "This event is focused on green as it is our belief that it is the construction industries duty to lead in the green movement. Through the work of CSI we hope to further educate leaders of the construction industry on ways to better their projects, save energy, reduce resource consumption, and deliver better projects to their clients."



### CORE ACTIVITIES for Green Events

☒ This symbol indicates a required activity for Virginia Green Events. Participants self-certify that these activities are in place and they provide additional specifics on other activities.

☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Glass bottles, aluminum cans, plastic bottles, paper, cardboard

☒ **Styrofoam elimination.** Events should eliminate the use of Styrofoam cups and plates. If disposables are used, these products that bio-based, made from recycled content, recyclable, and /or compostable. The organizers of this event pledge that:

- Disposable plates and cups are not used
- All food will be served on china, with silverware and glasses

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible! The organizers of this event pledge that they:

- Use electronic registration, correspondence and forms
- Have eliminated 75% of all printed materials from the last conference, which has resulted in a \$5,000 savings to us and a smaller environmental footprint for the conference

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

- Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting
- Use reusable dishware and glassware and minimize use of disposables
- Provide condiments, cream and sugar, etc. in bulk
- Use water pitchers, bulk sodas, and glassware to minimize single-use bottles
- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Are working with staff to expand offerings and hope to adopt several new environmentally friendly practices

☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our event's webpage highlighting all of our green activities
- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers
- Have quantified our greening efforts and will post estimates of the reduced environmental impacts
- The entire event is focused on greening in the construction industry

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For more information on **Middle Atlantic Construction Specifications Institute**, see [www.marc09.com](http://www.marc09.com) or contact **Charles Hendricks** at [cbhendricks@thegainesgroup.com](mailto:cbhendricks@thegainesgroup.com) or **540-896-2302**.

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/viriniagreen](http://www.deq.virginia.gov/p2/viriniagreen). Click on “Events” for a more of green events.



**Virginia Green** is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

